

Dissemination and Data to Action
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**World Health
Organization**

This Presentation

- GTSS components and process
- GTSS indicators , guides and resources for survey results dissemination
- Sources of data
- Data dissemination
- Data use for action
- Conclusion and way forward

Surveillance

Ongoing, systematic collection, analysis, & interpretation of data essential to planning, implementation, & evaluation of public health practice, integrated with timely dissemination to those responsible for prevention & control.

*Timely, useful evidence to empower public & policy makers to lead & manage effectively. **That's where public health begins.***

GTSS Topics: Indicators

GTSS Monitor **exposure** and exposure **determinants**

- **Tobacco Use**
- **Knowledge and Attitudes**
- **Secondhand Smoke Exposure**
- **Pro- and Anti-tobacco Media and Advertising Exposure**
- **Cessation**
- **Access and Availability of Tobacco**
- **Tobacco economics**

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MPOWER Policies to Reverse the Global Tobacco Epidemic

- **M**onitor tobacco use and prevention policies
- **P**rotect people from tobacco smoke
- **O**ffer help to quit tobacco use
- **W**arn about the dangers of tobacco
- **E**nforce bans on tobacco advertising, promotion and sponsorship
- **R**aise taxes on tobacco

Global Tobacco Surveillance System is a Dynamic system

Survey Workshop

Introduce guidance and expectations for results dissemination, com. and advocacy

Conduct Survey

Analysis Workshop

Determine key messages, Identify key audiences, and key partners

Report Data

Policy & Program Workshop

Conducted in country with key partners to plan for data release and post press conference follow-up activities (e.g. National action planning workshop)

Evaluate and Modify Programs

Tobacco Control Program

Health Communication and Advocacy Programs

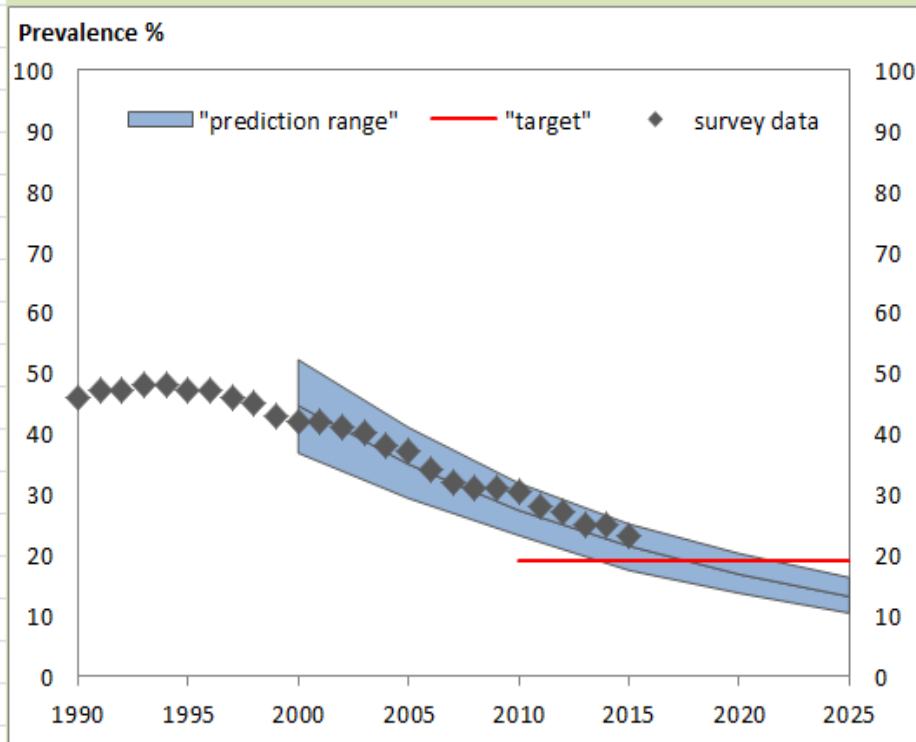
Implement Programs

Repeat Every ? Years

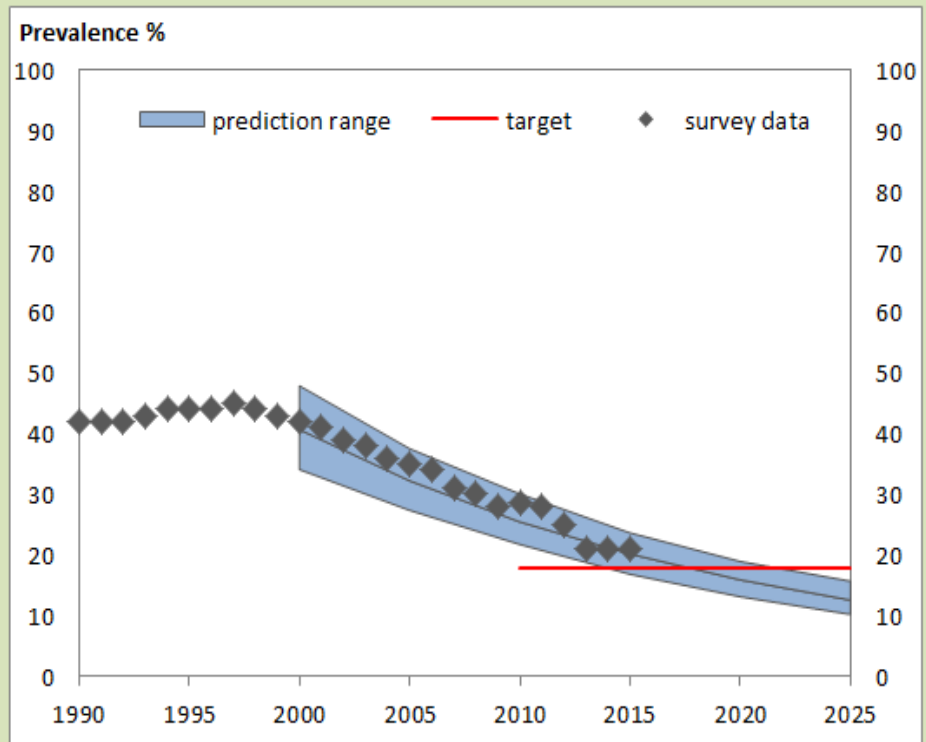
Example of a country with good surveillance data

Current smoking

Males

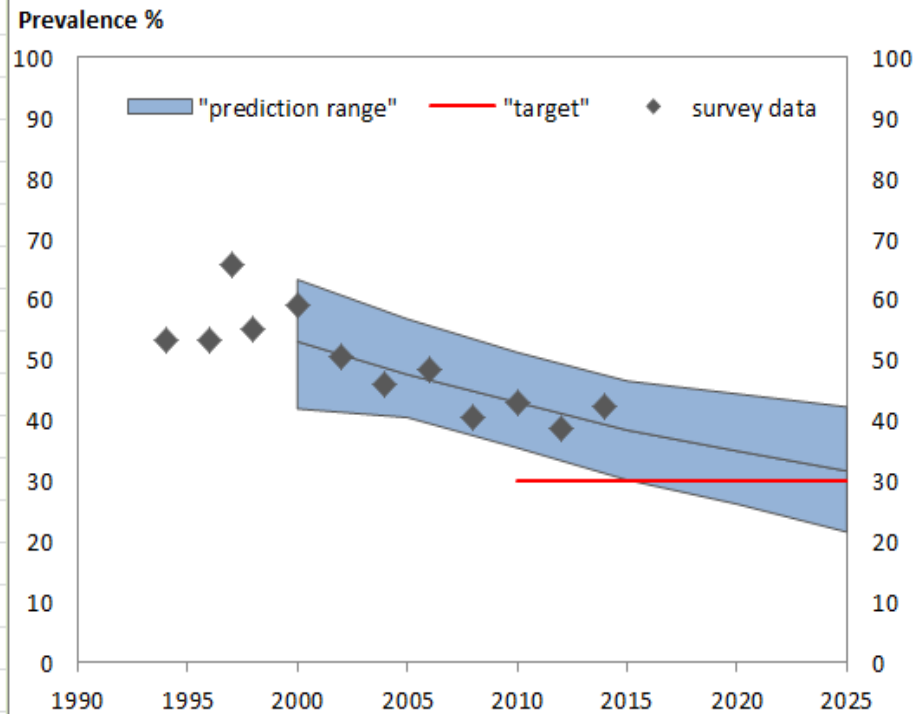


Females

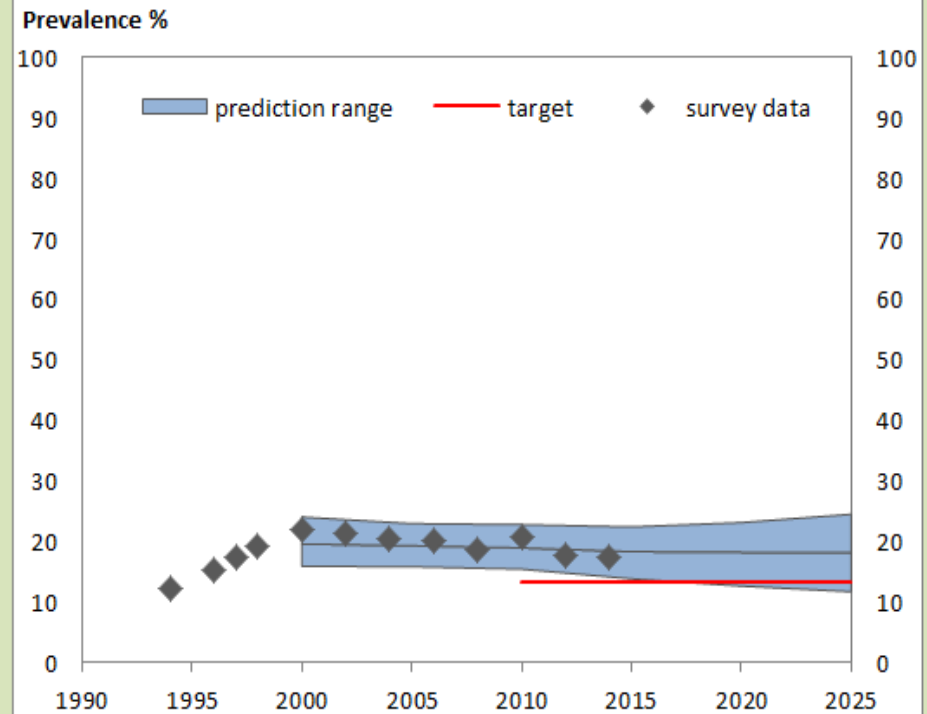


Another example: very good surveillance

Current smoking Males

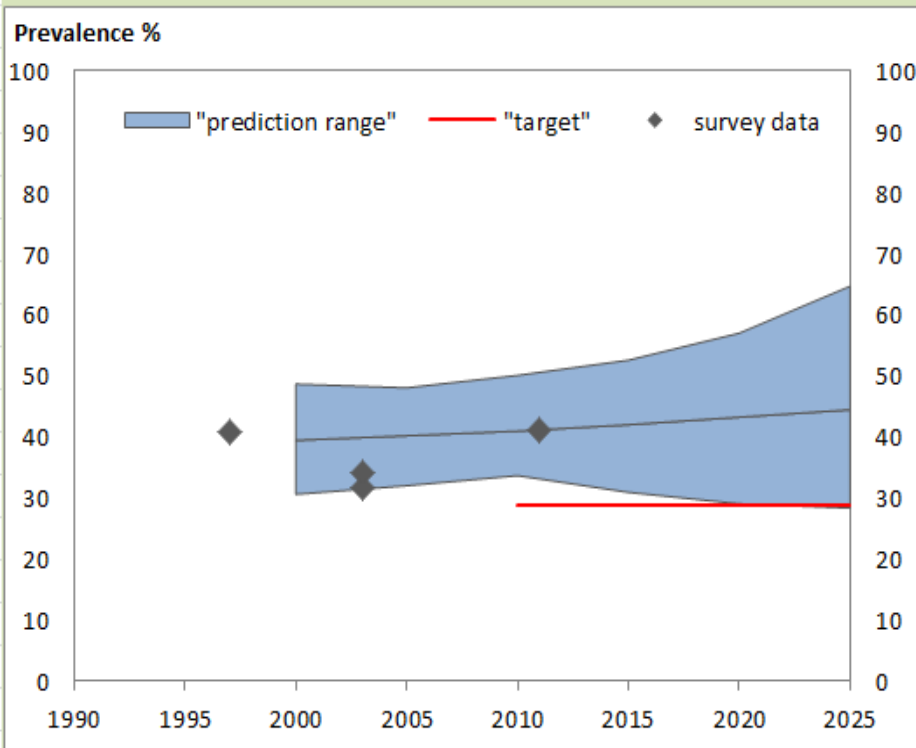


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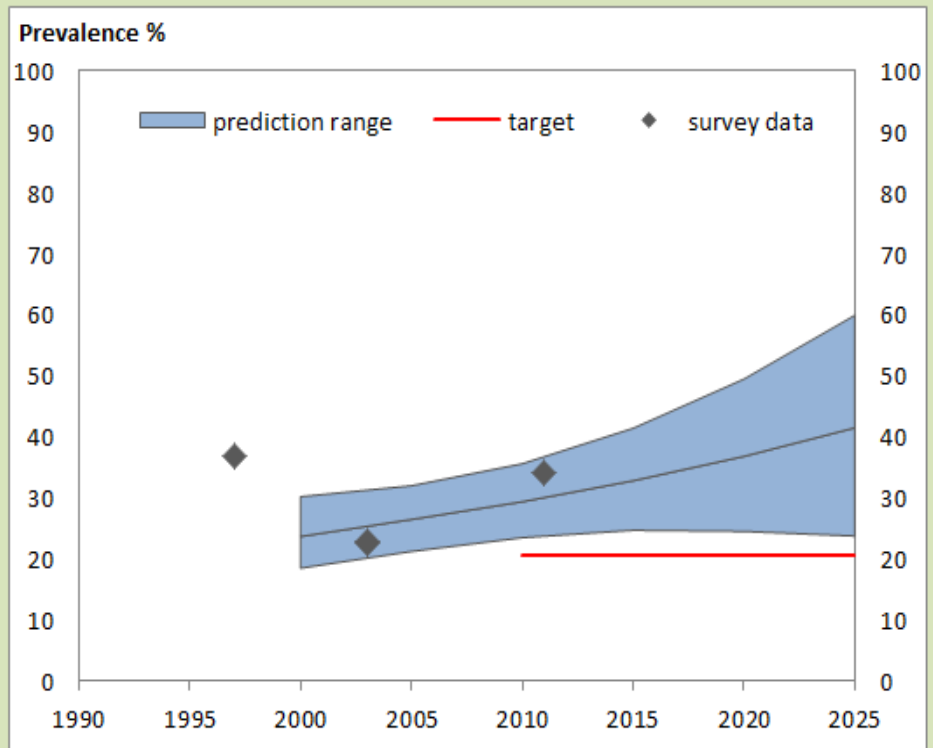


Country C

Current smoking Males



Females



Data dissemination

GATS /TQS

- GATS: 2008-2016
 - Completed in 28 countries
 - 30 country fact (with repeats)
 - 24 country reports
 - 24 public use data sets
- TQS: 2009-2016
 - Completed in 63 countries (3-22 questions)
 - TQS available in 7 languages



Sources of information

- Fact sheets of survey results
- Executive Summaries of survey reports
- Country Reports
- Research Publications
- Data 2 Action (D2A) Workshops
- GATS Atlas
- WHO Report on the Global Tobacco epidemic; GTCR, available at:
http://www.who.int/tobacco/global_report/2015/report/en
- WHO , MOHs, NSO, and CDC ...webistes

Data dissemination : sources

39 Data Dissemination

FACT SHEETS

Fact sheets provide data highlights and key messages from the survey results.



COUNTRY REPORTS

Country reports document in detail the survey methodology, results, policy context, and recommendations.



COUNTRY OWNERSHIP AND RELEASES

The national governments provide leadership and coordination for data releases. The data belong to the country, and the health ministries disseminate the results to the press, public, policy reviews, and advocates. The country releases aim to focus attention on the current state of the policies, and recommend effective strategies.

PUBLICATIONS

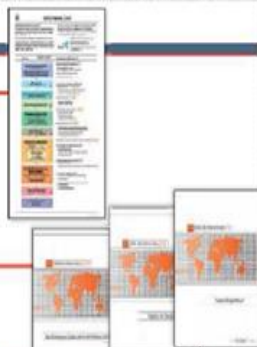
Approximately 40 peer-reviewed articles have been published. The full list is given on page 124.



DATA COORDINATING CENTER

► Function

GDC is the designated Data Coordinating Center (DCC) and depository of the GDS data, including GATS at an international level. The DCC provides data management, quality assurance, standardization, and data repository functions, as well as data sharing, release, and dissemination.



► GATS Comprehensive Standard Protocol

The standard guidelines, manuals, and technical assistance are available to countries to ensure systematic GATS implementation.

► Public Use Datasets

All GATS data, with the exception of any confidential information, are publicly available, along with the codebook, one year after the release of the country report by the national government.



► Interactive Web Application

Data can be accessed from various GDS surveys. Data can be tracked by country, region, and M-COMR indicators at <http://apps.who.int/gds/gdsdata>



WEBSITES

GATS comprehensive standard protocols, fact sheets, country reports and datasets are available at www.who.int and www.gdc.org. Each WHO regional website also hosts respective country information.

Kyrgyzstan STEPS Survey 2013

Tobacco Fact Sheet

Bhutan STEPS Survey 2014

Tobacco Fact Sheet

The WHO STEPS approach to assess the STEPS tobacco status described in the following link is available at www.who.int

Uzbekistan STEPS Survey 2014

Tobacco Fact Sheet

The WHO STEPS approach to assess the STEPS tobacco status described in the following link is available at www.who.int

The STEPS survey in Uzbekistan was conducted for the first time in 2014. It was a population-based survey of 16,000 people aged 15 and over. The survey was conducted in 16 regions of the country. The survey was conducted in 16 regions of the country. The survey was conducted in 16 regions of the country.

Tobacco control strategies in STEPS Uzbekistan

TORACCO USE

- 66.4% of men, 18.4% of women, and 25.4% overall used tobacco
- 60.9% of men, 14.9% of women, and 14.4% overall used water pipe (shisha)
- 6.5% of men, 0.2% of women, and 1.0% overall used oral tobacco

ORAL TOBACCO

- 16.1% of men and 0.1% of women used oral tobacco
- 16.1% of men and 0.1% of women used oral tobacco

SECOND-HAND SMOKE

- 11.5% of men and 0.1% of women were exposed to second-hand smoke
- 11.5% of men and 0.1% of women were exposed to second-hand smoke

WATER PIPE

- 16.1% of men and 0.1% of women used water pipe
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TOBACCO

- 66.4% of men, 18.4% of women, and 25.4% overall used tobacco

Information on the tobacco control strategies in Uzbekistan is available at www.who.int



Sources of information on selected demand reduction measures of the FCTC

2008: Focused on all measures



2009: Protection against SHS



2011: Warning on dangers



2013: Enforcement



2015: Taxation



2017: Monitoring

Other Sources : Monitoring mortality attributable to tobacco



First published by WHO in 2012

2004 mortality information for most countries: by cause of death, by age and sex for almost all countries

Updated publication in Nov 2016:
Comparative data for 2000 and 2012

Guides and Resources



**Global Adult Tobacco Survey (GATS) Data Dissemination:
Guidance for the Initial Release of the Data**

Version 1.2
January 2010



**Using Global Adult Tobacco Survey (GATS) Data
to Strengthen Tobacco Control Efforts:
Guidance for Tobacco Control Advocates**

February 2010

Use of data

“Power of data”

- To demonstrate seriousness of tobacco as a health and social problem
- To identify major determinants of demand for tobacco
- To plan and design programs and intervention based on evidence
- To promote and Inform Policy Change and to build the case and advocate for policies that work
- To evaluate existing policies
- To monitor change overtime especially on achieving target (30% reduction of tobacco use among adults by 2025)
- Generate cross sectional estimates for global level picture and status of the tobacco epidemic

Using Data For Policy Change

“TELL the STORY”

- It requires a clear understanding of the data, as well as the policy context, and the relationship between the findings and key policy issues:
 - Understand the data and policy context
 - Identify target audiences
 - Develop partnerships for use
 - Agree on key messages
 - Package the data
 - Release and Disseminate

Target Audiences

- Policy makers
- Non-government organisations and civil societies
- General public
- Advocacy groups
- Media outlets

TELL the STORY

- Develop the key Messages :
 - Clear and concise
 - Increase the target audiences understanding of the problem
 - Motivate the audience on action needed
- Package the data :
 - Information must be presented in simple, easy to use format, especially for media and policy makers
 - Country reports provide full report
 - Fact sheets and graphical presentations provide picture on key data

Releasing the Data

- Release event (press conference, high level meeting)
- Make data available in easy to use format (fact sheet, briefs)
- develop key messages
- Actively recruit relevant stakeholders and key decision makers as well as the media to attend
- Promote action based on data findings

Examples of Data to Action/use

Turkey

Enhanced smoke-free law and increased enforcement

Mexico

Raised Tobacco Taxes

India

Raised profile of smokeless tobacco problem,

Implemented stronger health warnings on all tobacco packaging

Conclusion

- M&E is a dynamic process
- We need to think beyond table shells and beyond country report and fact sheets, how we get the message out using innovative ideas of communication to keep tobacco on the top of the political agenda and to keep conversation ongoing on the epidemic and status of control

Way forward

- Collaboration between Statistical office and MOH; the end user of information
- Data communication strategy should be part of the survey protocol plan
- Multisectoral collaboration is required at different levels between data production and usage (NGOs, MOHs, NSOs, academia,.. etc)
- Data to action workshops should be part of dissemination plan
- Data use and communication should be an ongoing process to raise awareness and to push for policy making: Create team charged with use of the data

What Gets Measured Gets Done



Thank you for your attention